

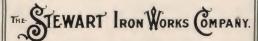
Stewart's Agency Guide

How to Secure Iron Fence Orders



Recognized as Standard the World Over





Cincinnati, Ohio, U.S.A.

"The World's Greatest Iron Fence Factory"

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THE STEWART IRON WORKS CO.
CINCINNATI, OHIO

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ALUABLE information and suggestions are contained in this little book.

They are placed in this form for your benefit, and, if the pages that follow are carefully read, and the reader cares to profit by the experience of others, he will be surprised at the ease with which sales can be made, as well as the increased

profits that will be his. ¶ The Stewart Iron Works Company hopes that you will study the points of salesmanship shown within and by the application of these you will be more successful in your efforts to sell our Iron Fence. ¶ These points are compiled in this manner in order that you may be prepared to talk intelligently about our work and overcome any argument that your customer may present. ∴ ∴





Get in Line with Iron Fence Orders



OU have heard of "keeping up with the times."

There are plenty of people who "keep up with the times" now-adays, but it is the man who plans "ahead of the season" and who can supply the wants of customers better than any one else who gets the trade.

Some time since we realized that customers

demand the best, and have, from time to time, added various improvements to our methods of construction, until Stewart's Iron Fence is the accepted standard the world over. Wherever exhibited, Stewart's Iron Fence receives every recognition of the highest merit. In recognition of the superiority of our work we received both Grand Prize and Gold Medal—the two highest awards—at the World's Fair at St. Louis.

The fact that other manufacturers try to imitate our work, and say they have "just as good," indicates they readily recognize our superiority.

Large production means economical production. With our extensive equipment and facilities we are enabled to name prices much lower than those of any other firm.

Do not get the idea that parties building new houses are the only ones who can be interested in Iron Fence.





Exhibit A

As an illustration, we have taken two photographs, the one (Exhibit A) showing houses with a worn and dilapidated wood fence, the other (Exhibit B) showing where the wood fence has been replaced with **Stewart's** Iron Fence. The vast improvement made is readily apparent to all. * These two views also show how you can interest one property-owner after another until the entire block is improved with our Iron Fence. Block after block in your city can be improved in this way.



Exhibit B

Read our folder "How Shall Agents Succeed," and see the many places where this work can be sold. Many sales at small profits are far better and more profitable than one sale at a larger profit or no sale at all.



Points to Remember

Stewart's Patent Three-Ribbed Steel Channel Rail is used in the construction of all our fence.

We use specially rolled high carbon steel bars of the highest quality for Pickets.

All Picket Heads, Connections, Ornaments, etc., are made of the best refined Wrought Malleable Iron, which we guarantee against breakage. Cast iron, which is used by many concerns, is easily broken.

All our fence is constructed in standard length panels, approximately 7 feet 4 inches to 8 feet 4 inches long, except where it is necessary to put in special length panel to fill out the measurements.

At the end of each panel of fence we furnish a line post, using either our Patent Steel and Malleable Base and Line Post, or our Patent "R" Line Post and Base. (See pages 10 and 11.)

All line posts for fence with ½-inch pickets or less and not over 42 inches high, are set in the ground 24 inches. We furnish 30-inch base for fence having pickets 5% inch and over, and more than 42 inches high. Any style foundation base desired can be furnished.

Our standard height of fence, to set in ground, is 37 inches high when set, allowing fence to stand 3 inches from the ground so the grass can be cut away under the fence. We make fence 37 to 60 inches high when set, or any special height desired.

Wall fence is made only in the height given in catalogue, unless otherwise specified.

We furnish an adjustable center support with anchor plate under the center of each standard panel of fence.

All standard walk gates are 3 feet 2 inches wide between posts.

All gates are made to match design of fence, that is, the same ornaments are used on the gate as on the fence.



Our walk gates are made to open both in and out unless otherwise ordered. If your customer desires gate to open only one way state in order whether it is to swing in or out. These gates are self-closing and have neat handles. We advise and recommend that agents sell designs of gates having diamond braces, as they are stronger and more durable. (See page 24.)

It is necessary to have Nos. 1, 2, 3, 4 or other posts at gateway only, although many prefer them at corners and ends. We furnish a large line of posts, and, as a fence is bought but once in a lifetime, we suggest the better posts. There is but a small difference in the first cost and they add greatly to the general appearance of the fence.

All pickets of our standard fence, that is, 3/8, 176, 1/2, 5/8 and 3/4 inch, from 37 to 48 inches in height, are spaced 4 inches on centers. We also make fence with 5/8, 3/4, 7/8 and 1 inch pickets from 42 to 60 inches high, with pickets spaced 5 inches on centers.

All rails are provided with a slot at the end for adjustment, to provide for contraction and expansion of the panels, and rail connections have countersunk hole for connecting bolt.

One coat of black paint before shipping is included in our prices on fence. Special painting other than standard is charged for extra to cover extra cost. (See paragraph 14 in price list.)

Our prices on fence include all necessary line posts, foundation bases, braces at the end of each panel of fence, adjustable center support under each standard panel of fence, all rail connections, bolts, and one coat of black paint, all as described above.

E suggest that each agent read, for his own information and benefit, the 24 paragraphs in front part of price list.



Valuable and Important Talking Points

We want our agents to thoroughly understand our work and are sure that if they do it will mean much in increasing their sales. The following points of superiority in the construction of Stewart's Iron Fence are well worth your consideration. You should familiarize yourself with these so you can fully explain them to your customers.

Channel Rail



Stewart's Patent Three-Ribbed Steel Channel Fence Rail

The weakest part of any fence is the rail. A feature which has been one of the most important in making **Stewart's Iron Fence** famous is our Patent Three-Ribbed Steel Channel Fence Rail.

With years of practical experience and a desire to construct a fence that is above the ordinary, we set about to devise a better fence rail than the old-style two-ribbed rail used so extensively by other manufac-



turers. To meet this demand, we originated and patented Stewart's Three-Ribbed Steel Channel Rail, which we use in the construction of all our fence. Many fence makers concede that this rail is the greatest improvement of the century in fence construction. The metal of the old two-ribbed rail is cut away in calking the pickets, thereby greatly weakening the rail. With our Patent Three-Ribbed Rail the extra rib provides extra metal to overcome this serious fault and full strength of both picket and rail is retained. When this rail is used the panels cannot sag. This guarantee will not hold good with the use of the tworibbed rail, as the strength of the rail is lost after the pickets are calked. Our Patent Three-Ribbed Channel Rail has won in open competition wherever shown for it is what the public demands, something that will last.

Old Channel Rail



The accompanying cut illustrates the old-style tworibbed channel rail used by other manufacturers. It requires but a moment's attention to note the great superiority of our Patent Three-Ribbed Rail. With this old-style rail the metal is cut away in calking the picket and the fence is greatly weakened. You can not fail to see which is most practical.



Stewart's Patent Adjustable Steel and Malleable Iron Foundation Base

Originated by Us and Patented January 28, 1896



A very important point about an Iron Fence is the foundation. have patented the adjustable foundation base shown herewith, and for strength, durability and convenience in setting fence and holding the fence in line, it is unquestionably the best foundation base on the market. This fact is recognized by other fence makers who endeavor to imitate it. They may illus-

trate a similar cut, but their bases lack merit. Our bases have every advantage of adjustment, while those of others are imitations.

It is recognized everywhere as the most modern and up-to-date base made, and its points of merit have won universal fame for Stewart's Iron Fence.



The advantages of this base are:

FIRST—Strength, durability and absolute security against breakage.

SECOND—The Malleable Iron Cap can be adjusted lengthwise or in and out, securely locked and held firmly in position, and the fence and braces can be raised or lowered without disturbing the parts set in the ground.

THIRD—It is impossible, because of the locking adjustment, for the top cap to slip and throw fence out of line.

We recommend and guarantee our Steel and Malleable Iron Foundation Base. If this base is desired it must be so specified in order.

Stewart's Patent "R" Line Post and Foundation Base

Patented May 9, 1905

For simplicity in construction, our "R" line post has a number of advantages over many line post and foundation bases. This line post is preferred by many of our agents, as they say that it is all together when received and very easy and economical to set.

The brace, as well as the connecting caps, is adjustable, and consequently this post has all necessary adjustments and makes a first class and substantial line post.

This line post and base is used on all orders unless otherwise specified.



Cast Iron Foundation Base

If you meet a customer who brings up the subject of cast iron bases, discourage him in the use of same, for these reasons. Years ago cast iron was used very extensively but not to the satisfaction of those using it.

FIRST—The breakage in transit which caused annoyance and delay in putting up the fence was a serious fault.

SECOND-No adjustments can be made.

THIRD—After being set, the frost pressure breaks them off at the ground level, causing the fence to get out of line, and in a short time is in a dilapidated condition.

FOURTH—The replacing of broken bases is very expensive.

If they claim cast iron foundations are better than steel or wrought iron, why is it that the most competent engineers and architects do not use cast iron in the foundations of our lofty skyscrapers?

By reason of such defects and the many complaints received, we set about to devise a better foundation base. The result of this was the invention of the two

bases described on pages 10 and 11. Years of their use have demonstrated their superiority.

Special "S" Line Post and Foundation Base

Where a customer is willing to pay a little additional we would suggest the use of our "S" line post shown herewith. This line post is made of 1-inch square steel bar, with heavy brace, fitted to the post with an adjustable malleable iron clamp, to provide for all necessary adjustments.



A heavy anchor plate 1 inch thick and 7 inches in diameter is provided at the bottom of both post and brace, and set in the ground as shown.

This makes an exceptionally strong and durable line post, and we recommend its use with all heavy fence.





Stewart's Steel Pickets

We use specially rolled high carbon steel bars for pickets in the construction of all our fence. These bars are vastly superior to those used by any other firm. As a matter of fact many firms use common bar iron, made of refuse and scrap, and it does not need an extended argument to convince one of ordinary intelligence that these prove unsatisfactory. Mindful of the necessity of having the best in every part in the construction of our fence, we have spared neither trouble nor expense to secure the best the market affords. These specially rolled Steel Bars are made by special processes which produce the best of material, and being made from our own rolls are true to size.

After careful investigations and extensive tests of the most modern sort, these specially rolled steel bars have been proven to be 25% stronger than iron and much tougher. As strength is a most important factor in making an Iron Fence satisfactory, the advantage of these special bars is apparent to all.

Impress upon your customers the necessity of using Stewart's Steel Pickets in the construction of their fence.

In order to fully illustrate the relative size of the different pickets, used in the construction of our fence and for convenience of customers in determining size to use, we show on the following page full-size end section of all pickets from "3%" to "1" inch, both round and square.



FULL SIZED END SECTIONS OF PICKETS

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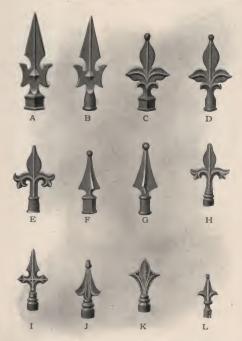


3/8 inch



Stewart's Malleable Picket Tops

As the tops of the pickets are the most exposed part of the fence, they should be strong enough to withstand the hard knocks and rough usage which they are bound



to receive. There is nothing which gives an Iron Fence such an unsightly and dilapidated appearance as to have some of the picket tops broken off.

All picket tops used in the construction of Stewart's

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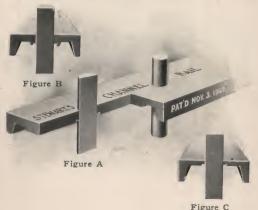
The Stewart Iron Works Co., Cincinnati, O.

Iron Fence are made of the best refined malleable iron, equal in strength to wrought iron, which insures them against breakage such as occurs with cast iron, or inferior malleables, which are used by many concerns in their vain attempt to meet our prices. Stewart's Picket Heads are made from highly finished brass patterns, which insures their being true to size and smooth in finish. We guarantee our malleable picket heads against breakage. Impress on your customer the importance of this valuable feature in his iron fence.

Beside the picket tops, we make all rosettes and connections of malleable iron which are also guaranteed against breakage.

Calking of Pickets

In order that an Iron Fence may be strong and durable, it is necessary that the pickets be carefully calked





in the channel rails in a uniform manner so that they can not work loose.

We have given this feature of fence construction a great deal of attention and have found that to use pneumatic power for calking pickets gives the best results. The panel of fence is so arranged in the machine that the tools fit around each picket and by one stroke of the machine the steel of the channel is forced by pressure around the picket so that it is held firmly in place with no possibility of working loose. This work is done with such precision that the pickets are calked with great uniformity. With the old method of calking pickets by hand, some are calked very tight and others scarcely at all. In some places the rail is nearly cut through and in others scarcely cut at all. This fully illustrates the great advantages of Stewart's Patent Three-Ribbed Steel Channel Rail. Compare Figures "B" and "C" and see which is the best.





Stewart's Adjustable Features

An Iron Fence is a clumsy, poorly made affair unless it has the proper adjustments. The metal contracts and expands as it is affected by different weather conditions, and unless there is some provision made for this the fence is soon out of alignment and has a bad appearance. The accompanying cut shows some of the features of adjustment which we provide at the end of each panel of fence.

If you will look at the fence erected in your own town you will realize that this is a point that is usually lost sight of at the time orders are placed, while it is really one of great importance. On account of not having these advantageous features is the reason so much fence you see is out of line and has such an unsightly appearance.

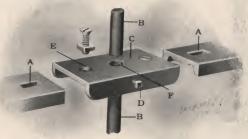


Figure "A" is the slot provided in the end of the channel rail.

Figure "B" is the upright picket of the line post which passes through the connecting cap at the point "F."

Figure "C" is the connecting cap on the line post to which the rail is fastened. The connecting cap is so made that it fits neatly over the end of the channel



rail and a bolt passes through the connecting cap at the point "E," holding the channel rail firmly in place.

Figure "D" is a set screw, on the inside of fence, by which the connecting cap on the line post is held firmly in place. By loosening this, the connecting cap may be raised or lowered at will.

The advantages of this construction are, that the slot in the end of the channel rail provides for adjustment lengthwise, and for contraction and expansion of the panel, while the set screw allows the connecting cap to be raised or lowered and adjusted as desired.

The cut shown illustrates the connections used with our Steel and Malleable Iron Base and Line Post.

This same principle is followed in the connections used for all line posts.

Stewart's Adjustable Brace

All posts are provided with an adjustable brace. By adjusting the brace the post may

be placed in proper position without

disturbing the fence.

The illustration which we give will readily show the advantages of this feature.

Figure "A" is a malleable iron brace

clamp which fits on the post.

Figure "B" is the brace which extends from this malleable clamp down in the ground, and is either connected to an anchor plate buried

in the ground or connected to the foundation base. Figure "C" is a hexagon jamb nut which holds the brace tightly in place against the clamp.



Figure "D" is a set screw which passes through the hexagon nut, brace rod, and malleable collar.

The brace can be adjusted as desired. By loosening the set screw the post can be brought to proper position, and when the set screw is tightened the post is held securely in place.

This makes a very simple but effective adjustment for keeping the post in proper position.

Stewart's Center Support or Stud

We place an adjustable center support under the center of each standard panel of fence. This makes

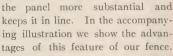


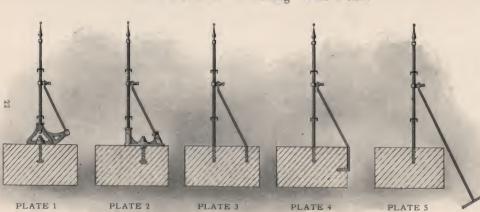
Figure "A" is an anchor plate which is set in the ground, about 18 inches below the bottom of the fence.

Figure "B" is an adjustable thimble made of malleable iron which fits around the bottom of the center picket of each standard panel of fence.

Figure "C" is a rod which is inserted in the malleable thimble at the upper end, and is connected to the plate at the bottom by a thread adjustment.

By turning the malleable thimble the fence can be raised or lowered by means of this thread connection, and the necessary adjustment secured. This is of great advantage, as it provides means for lining up the fence (without in any way disturbing the rest of the fence) at any time after it has been set.

Stewart



Iron Works Co., Cincinnati,



Wall Fence

The manner in which wall fence is fastened to the wall determines whether or not the fence will set solid. Unless otherwise ordered, we construct all wall fence to lead directly into the wall, as this is a very substantial method of construction. We have, however, many different methods of fastening line posts and braces to the wall, and show on the preceding page five different methods.

No. 1. An adjustable malleable iron shoe is used. The bolt is leaded into the coping, or, if it is a concrete wall, the bolt is put in during construction, and holds the shoe firmly in place. This has proven to be a very substantial method of construction. This malleable shoe allows the fence to set in the center of the wall, as the bolt which holds the shoe in place comes directly under the line of fence.

No. 2. A different design of our adjustable malleable iron shoe is shown. This pattern sets down flat on the top of the wall and is held in position by a bolt leaded into the coping the same as shown in plate No. 1.

With either kind of malleable shoe full adjustment

is provided.

No. 3. The line post and brace are shown leaded directly into the top of the coping.

No. 4. The line post is shown leaded into the top of the coping, with the brace run over the top of wall

or coping and leaded in from the side.

No. 5. In this plate the line post is shown leaded into the top of the coping, while the brace runs down into the ground to an anchor plate, which is set in the ground and holds brace firmly in place.

In each case it must be understood that the brace is on the inside of the fence, so the outside is entirely



free from obstructions. Any one of these methods is very satisfactory, and it is largely a matter of choice which shall be used.

In ordering wall fence, be sure to give accurate measurements of coping, including height and width and state whether or not top of coping is level.

Construction of Stewart's Walk Gates

A good strong gate is one of the most important things about a satisfactory Iron Fence, hence we give this part of the work special attention.

Unless the frame of the gate is made very strong, it is almost sure to sag or lose its shape and not work



properly. Our gates are all made of steel and have solid frames, with rails securely riveted thereto, using strong malleable iron fittings, at all corners in order to secure greater strength and prevent any possibility of sagging or getting out of shape. They are all strongly hinged, and so constructed that they will open

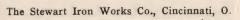


both in and out, and are self-closing. The spring latch which we use on all walk gates is made of steel, and is fastened to the gate in such a manner that it is impossible to work loose or lose its spring. The gate is also provided with neat handhold.

All gates are made to match design of fence selected, that is, the same ornamentation is used in the construction of the gate as on the fence.

Our gates have stood the test of many years of hard usage and have demonstrated their high quality and durability.







Facilities

We are the largest manufacturers of Iron Fence in the world, and our factory has become known as "The World's Greatest Iron Fence Factory." We have all modern improvements and equipment, and use every labor-saving device possible. This, together with the fact that we buy all material in the largest quantity, enables us to turn out the best work at the lowest manufacturer's cost.



Factory

We are constantly adding to our factory, as we find it necessary, and in order to take care of the increasing volume of new business we are constantly making improvements, increasing our capacity and advancing the quality of our work. These improvements naturally enable us to reduce our selling price. Large production means economical production in a hundred different ways.



The railroad tracks which run into our warehouses and shipping department greatly facilitate the handling of both incoming and outgoing shipments.

No order is too small to receive our most careful attention, and no order is so large that it cannot be promptly and effectively handled.

In order to protect our agents and customers against advances in the price of raw materials, we carry at all times thousands of tons of steel bars, malleables, castings, and other materials used in the manufacture of our Iron Fence.

No expense is spared to keep our facilities the best, at all times, of any firm in the country.

Every department of our plant, both in factory and office, is under the careful management of experts, who give the closest attention to the slightest details.



Warehouse

Price and Quality

With the keen competition of the present day, prices have much to do with securing business. Some fence makers sacrifice even quality in order to quote low prices. We have always considered quality the more important by far, but have given careful attention to reducing the cost of production without sacrificing



quality, until today we are able to produce the best and, at the same time, the lowest priced Iron Fence made. This is possible only by reason of special machinery, our many labor-saving devices, and the great quantity in which we buy all material. We have been engaged in the manufacture of this line for a quarter of a century, and in that time have built up our business on the foundation of the best work at the lowest price, until today we are the recognized leaders in this line.

Some manufacturers of Iron Fence endeavor to imitate our designs; the value is in the fence itself. Poorly constructed fence, dear at any price, does not show in the catalogue when you buy, but a few years of service will tell the tale. Our fence, made on honor and backed by a business reputation of the past quarter of a century, will show by years of honest service the kind of material entering into its construction. Public boards throughout the country recognize the merit of our work. It is specified by the U. S. Government, municipalities and the leading architects of the country.

Quality, workmanship and prices—we have them all. It seems hardly necessary to call attention to the many excuses competitors make for their inability to meet our prices. Knowing that they are completely outclassed and unable to meet our competition, they set up the cry of quality as an excuse for their high prices, and the weakest competitor is the one who cries the loudest.









To Bill to Wilborn These Presents Shall Come

Greeting:

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Medals

Stewart's Iron Fence has received every honor wherever exhibited. As an instance, at the World's Fair at St. Louis, we met all the leading manufacturers of Iron Fence in the country, and at the hands of the International Jury of Awards, composed of twenty-six competent and judicious men, received the two highest awards, the Grand Prize and the Gold Medal. In making these awards the various points of construction were taken up and carefully considered.

If in making sales you meet a prospective customer who states that others claim that they have just as good,



explain to him that he should not be deceived by such statements. Prove to him that we received this recognition of the superior merit of our work from those who carefully considered every detail and this shows conclusively that our work is the best.



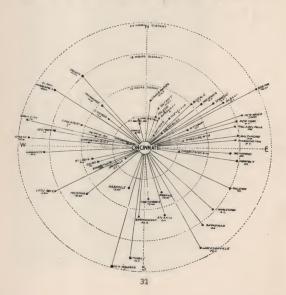
Gold Medal



Freight Rates

By reason of the central location of Cincinnati and the fact that it is one of the most central distributing points in the United States, we are able to secure the very best freight rates for our customers.

Our location in the center of the most densely populated portion of the United States, is a natural advantage of great importance. It insures prompt shipments and low freight rates, such as can not be secured by those not so centrally located. Not less than three-fourths of the population of the United States live within a radius of 500 miles of Cincinnati. We have the advantages of both water and railroad trans-





portation, which gives us the benefit of rivalry between these systems; advantages not obtained by those located in inland towns.

The plate which we show gives the relative position of Cincinnati with regard to over four-fifths of the cities of importance in our country. It needs no extended argument to show the great advantage which this gives our customers. Why should your customer buy where he must incur great delays and pay high freight rates, when he can get his work promptly and at a low freight rate by buying from us, and at the same time get the added advantage of our high-class work and low prices?

We will gladly secure freight rates for our agents and customers, whenever this is desired, and convince them of this great advantage.

Stewart's Name Plate



Trade Mark

The shield on our Iron Fence stands for Superior Quality. Familiarize your customer with this evidence of high merit. Others may attempt to imitate our



designs and construction, but when our shield name plate (our trade mark) appears on work, it is evidence that it is no poor imitation, but the best. Back of that name plate stands our reputation, established for the last quarter of a century, for making the best and lowest-priced Iron Fence. This is the one sure way by which Stewart's Iron Fence can be recognized from others, and insures receiving a fence, in the construction of which the best materials have been used, and which has the many superior features that have made our fence famous over all others. Those who have the best are not, in order to make sales, compelled to rely on the old worn-out argument "just as good." Make this a special point with your customer, so he will not be deceived by any such arguments.





Making the Sale

At the outset it is always best to find out how much fence your customer will require, that is, the number of feet of fence as well as the number of gates and posts. If you are not familiar with his property, secure a diagram showing location of gates and posts.

Always give the customer an opportunity to examine our Catalogue and make his own selection of design of fence. If you are asked for advice as to what design is most suitable for private residence, suggest No. 47, or if a cheaper design is wanted, show design No. 97 or design No. 26. Induce your customers, if possible, to use nothing lighter than ½-inch picket fence, as this will prove stronger, more durable, and give better satisfaction. We always prefer and suggest that agents, wherever possible, sell our better class of designs. Bear in mind that if there are no designs shown in the catalogue that suit the requirements of your customer, if you will furnish us all possible data we shall be pleased to submit special designs for approval.

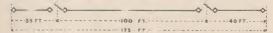
After getting your customer to select the design of fence, the next step is to get him to select design of gates and posts. The design of gate is largely a matter of choice, as all gates are made to match fence, that is, the same ornaments are used on gate as on fence. The matter of selecting posts is of more importance, as ornamental posts add to the appearance of the fence and give it an attractive appearance even if plain fence is used. Nos. 1, 2, 3 or 4 posts go well with any design of fence. The more expensive and heavy ones are of course preferable, if the customer does not object to the price.

Assuming that the customer has now determined on the design of fence, gates and posts, he is of course

anxious to learn how much it will cost erected complete. You then figure the price, being careful your customer does not see your figures and learn how much the fence will cost you and what profit you are figuring, for many will not buy if they think some one else is making a profit out of the transaction. Where you come in contact with such a customer, inform him that the fence will cost the same whether bought of you or direct from the factory.

At any time you think best, we of course can quote customer direct and reserve a commission for you. This will sometimes be the only way to handle a customer who is determined not to pay commission to an agent. In such case always write us and indicate the profit you desire us to carry for you.

Diagram for Example



Example for Figuring Fence

Not knowing the design of fence, post and gates that might be selected we figure this out in blank and you will readily understand it.

List Price



Net cost brought forward \$ How to Figure Weights See Price List 175 ft. No......Fence, lbs., per ft. lbs. 6 No. Posts,lbs. eachlbs. Total weightlbs. It is not necessary to figure weight of gate, as it occupies space in line of fence. Your freight agent can readily give you the rate on Iron Fence from Cincinnati to your city. If he can not, advise us, and we will secure it for you. To arrive at the cost of freight multiply the total weight by the rate per hundred pounds, \$....., Cost of hauling fence from depot, Customers usually prefer to buy the fence erected complete. Iron Fence can ordinarily be erected at a cost of 8 to 10 cents per foot, according to conditions of locality. Erecting 175 feet, @ per ft., Where it is not convenient for an agent to set fence, he can arrange with any ordinary mechanic to set it, at a small cost, for we furnish complete setting diagram with each order. As to amount of your profit suit your own pleasure. However, a fair margin of profit for an agent on small orders is 15 to 20 cents per ft., \$..... On larger orders be your own judge. Adding these various items gives the price at which you can sell the fence erected complete \$.....



Signing of the Order

We take it that you have now furnished your customer with all information desired in regard to our work and have told him what the fence would cost erected complete on the property, but unless you secure his signature to the order your efforts have been of little consequence. The signing of the order is the most important step of all, and is the point at which many fail. Your talk about the merits of our Iron Fence and the necessity of it may be very complete, but unless you get his signature to the order, you have not reached the desired goal.

While you have been talking with your customer and learning the design most favorable for his requirements you should have an order blank before you and as the design of fence, gates and posts is definitely determined, fill in the order blank with this information as you proceed. When the price is agreed upon, add this so the order is complete. The signature of the customer can be secured more readily then, than if you wait to fill out order blank until the other matters have been settled. Always have your customer sign an order blank as a protection to yourself, as well as to us, as it is simply indicative of a mutual understanding.

Do not let your customer put you off until some other time, if you can in any way prevent it, for it gives him an opportunity to consider other kinds of fence, or he may change his mind or even get out of the notion entirely. Strike while the iron is hot; after it gets cold it is hard to work. Many times, if you will see your customer in the evening, in the quiet of his home, you can secure better results.

Remember one order is worth many prospects, and the sooner you can turn a prospect into an order, the better off you will be.



Setting the Fence

All our fence is shipped in panels, and, as we furnish complete setting diagram and instructions with each order, our fence can easily be erected by any ordinary mechanic.

We are confident, however, that our agents will find the following rules very helpful in erecting **Stewart's Iron Fence.**

First—Measure the lot and see that diagram corresponds. When fence is slightly too short or too long, the distance can in many cases be easily overcome by the slot in the ends of the rails.

SECOND—If division fence interferes with front fence see if division fence is proper length, as front fence should probably be set in or out, but be sure and keep front fence on line.

THIRD—Lay off all post holes and get them dug before setting fence, unless you have more fence than you can erect in one day.

FOURTH—Set gate posts first, hanging gate in place to get the proper distance apart of posts, tamp dirt solid around the posts, then stretch a line from the bottom connections on the posts a distance of 50 or 75 feet, according to the line of fence you may have or to the end post if it is a short stretch of fence, this to be used as a guide for setting the line posts the proper depth in the ground. If holes are too deep, fill up and tamp dirt solid before replacing the base. After the line posts have been properly set, hang the panels and bolt them in place.



FIFTH—See that brace plate on foundation base is solid on under part. If not, it is bound to work loose

SIXTH—See that the dirt around all posts and braces is tamped solid before leaving, especially the under part.

SEVENTH—See that all set screws and bolts are perfectly tight and touched up with paint before leaving. Also be sure and use two jamb nuts on gate catch so that it will not work loose.

EIGHTH—Oil hinges of gate and see that gate works properly. A little axle grease is the best for this purpose.

NINTH—Where fence is leaded into stone or coping, use as little lead as possible, calk tight, and trim off neatly. Avoid cutting holes too large or too small. Any order of 50 feet or less should be set up complete before pouring lead, as it requires much valuable time to melt lead so often. Brace fence and get same in line before pouring lead.

TENTH—In setting No. 2 or No. 3 post, you will observe that the rod in center of post is made to fasten on the steel and malleable base with large washer and hexagon nut. Be sure nut is tight so as to hold post secure.

ELEVENTH—Sidewalks usually have 3%-inch grade to the foot, so fence should be set accordingly. If gate grades too high or too low same can be regulated by the setting of the gate posts. It is customary to follow curb line for grade in setting fence.

TWELFTH—Avoid breaking cement sidewalks and always leave walk in good condition, as this satisfies your customers.



THIRTEENTH—Take good care of grass and lawn, so that your customer will have no room to complain. Where customer has a nice lawn throw dirt on sidewalk instead of on the grass.

FOURTEENTH—Remember, one dissatisfied customer can do more harm than many satisfied ones can do good. A satisfied customer, however, will help you greatly in the sale of other orders and fence should always be set with a view of having your customer thoroughly satisfied.



We have attempted to set forth in these pages various points in reference to our Iron Fence which we feel will be of assistance to our agents in securing orders. We hope you will study our construction carefully so that you can fully explain it to your customers, and be able to show wherein our work is superior to that of other manufacturers. Bear in mind that we are ready at all times to render any assistance possible in the sale of our work, and if at any time there is anything which is not perfectly plain to you, we shall be glad of an opportunity to explain the same. If you will write us, we can frequently offer suggestions which will help meet the objections of your customers. Our many years' experience in the sale of this line is always at your disposal.

Whenever you have a customer who wants something different from catalogue designs, give us all information possible as to the purpose for which fence is to be used, the location of the property, and about how much money the customer wants to put in the fence and we will be glad to submit, for approval, special designs embracing these requirements.

We make a specialty of Ornamental Entrance Gates, and have very extensive designs of this class of work, many of which are not shown in catalogue. Frequently there are opportunities to sell Entrance Gates to go with some other kind of fence, and these opportunities should not be lost sight of.

While we are the largest manufacturers of Iron Fence in the world, we also manufacture a complete line of Iron Reservoir Vases, Settees, Tree Boxes, Hitching Posts, Stable Fittings, Iron and Wire Window-Guards, Bridge Railings, Area Gratings, Balcony Railings, Fountains, Cast Iron Lawn Ornaments, Ornamental Lamp Posts, Grills, Cresting, Folding Gates, Vault Doors,



Safes, and a Miscellaneous Line of Ornamental Iron and Wire Work. Whenever you have an opportunity to sell this class of work, if you do not find what you want shown in catalogue, write us, stating fully your requirements and we will be glad to furnish necessary designs and prices.

There is no time like the present to secure orders. Make a personal canvass, call on every one in your locality whom you think might be interested in Iron Fence. See if the School Houses of your locality are in need of a fence or if you can sell this work for Churches, Cemeteries, Court Houses or the many other places where a substantial fence is needed. A private residence is only one of the many places for which an Iron Fence can be sold. We are sure that with properly directed efforts and the advantage of our high-class work and low prices, you will be able to secure many profitable orders.

We would suggest that you keep a written record of prospective customers on whom you call, and, if you cannot secure the order at once, find out about when they are likely to be interested in this line and note this on your record, so you can call on them again at the proper time, otherwise it might be neglected.

If you do not have sufficient time to look after the fence business as it should be, place this line in the entire charge of some one reliable clerk, who can look after advertising, following up prospects, and all other details, advising us of the full name of such clerk so that all correspondence may be so addressed that it will reach the proper party in charge of this line. This plan has proven very successful wherever tried.

You will frequently, during the winter, have spare time which you can devote to this line, and you can then line up and secure orders for Spring delivery.



Advertising

Of course, if you want to secure the best returns from this line, as well as from any other, you must advertise, as that is the upbuilding of every successful business. If you advertise for the purpose of increasing your sales, then advertise at the right season when the customer is looking for this class of work.

We are always glad to furnish our various agents electrotypes for advertising in their local papers in order that they may keep our line before the people. Thousands of our agents are using these electrotypes and find them very helpful and that they are well repaid for the small expenditure.

We have prepared muslin and tin signs that can be tacked up about your city or any place where they will attract the attention of the people.

You will find that the attractive street car cards which we can furnish are a splendid means of interesting the people, as this kind of advertising meets the eye in traveling to and from work when people are not engaged in other matters, and will make a much better impression than the class of advertising that comes to their attention when busily engaged.

We will upon request furnish circulars, with agents' names printed on them, for distribution among those parties who might be interested in this class of work.

All agents are requested to have the following card printed on their letter heads, envelopes and all advertising matter:

SPECIAL AGENT FOR

STEWART'S IRON FENCE

MANUFACTURED BY

THE STEWART IRON WORKS COMPANY CINCINNATI, OHIO, U. S. A.

"The World's Greatest Iron Fence Factory"



Every agent who will comply with this request will be protected in his territory and all inquiries referred to him. We naturally take more interest in the agents who advertise our line, and do everything we can to help them make sales. In advertising and pushing the sale of these goods, you are making possible more sales and larger profits. If you desire electrotypes for use on letter heads, etc., we have them specially prepared for this purpose.

We realize that the interests of our agents are our interests, and we want to do everything we can to help them in making the sale of our work successful.

Try and secure an order on each street, and see how soon others will see the advantage of having our work and want to place their orders.

¶ We trust you can send us at least ONE order each month and as many more as possible. We need the orders to keep the wheels running, and your support will help.

If you can add any suggestions to those contained in this book, let us hear from you. We are always anxious to improve, and will appreciate any suggestions you can offer.



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